Apple Pay Conversations: The Most Convenient and Secure Way to Pay

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Start the Conversation

"Would you like to pay with your iPhone, using Apple Pay?"

"If you have a moment I'd love to show you a cool new way to use your phone as a wallet."

"How would you like to pay for this: card or phone?"

"Your repair has been completed successfully. Let's set up Touch ID and make sure your Wallet and Find My iPhone is turned on."

"Do you have a few minutes? We can add that credit card to your Wallet for a new, secure form of payment?"

Overcoming Objections

Repair Customers or Accessories Purchases
Often customers reach for their credit card or already have it out.

"Is it OK if I show you how to pay with your phone? It's much faster and more secure."

Customer Doesn't Know Their Apple ID or Password
The right thing to do is help the customer identify their information with iforgot.apple.com. This information is critical to the customer's experiences in and out of our stores; they use it at the Genius Bar, to register for appointments and workshops, and more. After helping find their information, help them set up Apple Pay.

Security & Privacy
Demonstrate empathy and explain that just like with their phone security, Apple Pay uses a fingerprint or passcode to confirm their identity. Their device generates a number with a one

time code for each new transaction. Their credit card number is never shared, stored by us, or sent to merchants.

International Customers

Although Apple Pay may not be in their country yet, wow them with surprise and delight. For latest country details go to http://www.apple.com/ios/feature-availability/#apple-pay.

Declines

Let the customer know that every bank is different and for some card issuers purchase limits may apply. Direct them to their bank if they have questions about the decline. In the meantime, ask to swipe their physical credit card to complete the transaction.